

31 Free Tools for Freelance Writers

Look good, get organized, and upgrade your efficiency without spending a dime.

Customer Relationship Management

Insightly

Customer relationship & project management in one. Track contact information, projects and conversations for customers and prospects. Free for up to two users.

insightly.com

Hubspot CRM

Organize, track, and grow your sales pipeline. Free for up to 1,000,000 contacts, users, and ample storage without an expiration date.

hubspot.com/products/crm

Hively

Capture customer feedback in a way that's quick and painless — both for you and your clients. View feedback scores in a handy dashboard and proudly showcase them to prospects, if you wish.

teamhively.com

Calendly

Automate meetings/calls scheduling, and eliminate the back-and-forth that typically goes into coordinating calendars. Instead of "Will this day and time work for you?" people can just pick a time on your Calendly.

calendly.com

Project Management

Wunderlist

Simple to-do lists in a beautiful platform. Share items, assign tasks to other users, and sync lists across devices.

wunderlist.com

Freedcamp

If you like Basecamp, often used by marketing agencies, you'll probably like Freedcamp. Manage group projects, roles, conversations and files, all in one place.

freedcamp.com

Asana

Easy project tracking for individuals or teams. Simple interface enables you to view your deadlines in a calendar format. (Bonus: Occasionally, a unicorn flies across the screen as you complete tasks :-)

asana.com

Wrike

A worthy contender for Freedcamp, Wrike offers free, basic task management for teams of five or fewer users.

wrike.com

Money

Wave

Bookkeeping, customizable invoicing, recurring subscription invoicing, and credit card payment processing. It's essentially Quickbooks or Freshbooks without the subscription fee, with no limit to the number of clients or invoices you can manage for free.

waveapps.com

Rate Calculator

Although we advocate flat project rates, knowing what an hour of your time is worth is very helpful in defining your lowest-acceptable rates.

hourlyrate.beewits.com

Time Tracking

Toggl

Track time spent per project or client. Toggle also enables you to import projects, users and tasks from a handful of apps including Basecamp, Freshbooks and Asana, or from a CSV file. Also available as an iOS app.

toggl.com



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Email Marketing

MailChimp

Basic functions are free for email lists of up to 2,000 subscribers, and up to 12,000 individual sends per month.

mailchimp.com

Benchmark

Similar to MailChimp, Benchmark is free for lists of 2,000 or fewer subscribers, capping monthly emails at 14,000 individual sends.

benchmarkemail.com

Writing Tools

Hemingway

Paste your text into this online app and watch Hemingway highlight long, convoluted sentences and common errors. Hemingway also offers editing suggestions to improve your text's readability.

hemingwayapp.com

Grammarly

Grammarly promises to find and correct up to 10 times more mistakes than your word processor.

grammarly.com

Headline Analyzer

Take it with a grain of salt, but use this tool for some feedback and tips on making your headlines stronger.

coschedule.com/headline-analyzer

Good Email Copy

Search email templates from dozens of brands, on various topics. Use it as inspiration for your own.

goodemailcopy.com

Social Media Management

Buffer

Schedule posts and track engagement for multiple social media accounts from one simple dashboard. Buffer also offers the option to queue posts for publication at peak times in each social media platform for the best chance of visibility.

buffer.com

Hootsuite

Manage up to 3 social media profiles in one place, with basic analytics and content scheduling.

hootsuite.com

Recurpost

Similar to the pricey Edgar, Recurpost is free for 3 social media accounts, 100 recurring updates and 20 daily posts per account. Recurpost enables you to build a recurring library of posts published on a regular schedule, according to your preferences.

hootsuite.com

Graphics/Video/ Image Manipulation

Canva

Create gorgeous graphics for your website, newsletters and social media accounts with Canva's templates and image library.

canva.com

Cheat Sheet, Sizes for Social Media Images

Check for the right image dimensions for various social media platforms.

bit.ly/2pHRWc1

Loom

Easily record and share videos of your screen.
useloom.com

Adobe Spark

A relatively new, free platform by Adobe, Spark enables you to create images, animated videos, and even web pages in a sleek and easy-to-use interface. Includes a library of images, icons, themes and music for your projects.

spark.adobe.com

Stock Images (free for commercial use)

The following websites offer high-quality stock images that are free for commercial use:

picjumbo.com

lifeofpdx.com

kaboompics.com

isorepublic.com

unsplash.com

stocksnap.io

negativespace.com

deathtothestockphoto.com

>> Heads up: Paid image sites advertise on these free image sites, embedding search bars within their ads. If you end up at a paid site, you've likely clicked on one of those ads that look like a search bar.



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